

**Monthly Account
Performance Report
1 Mar 2021 — 31 Mar 2021**

Always Beautiful

608-586-8888

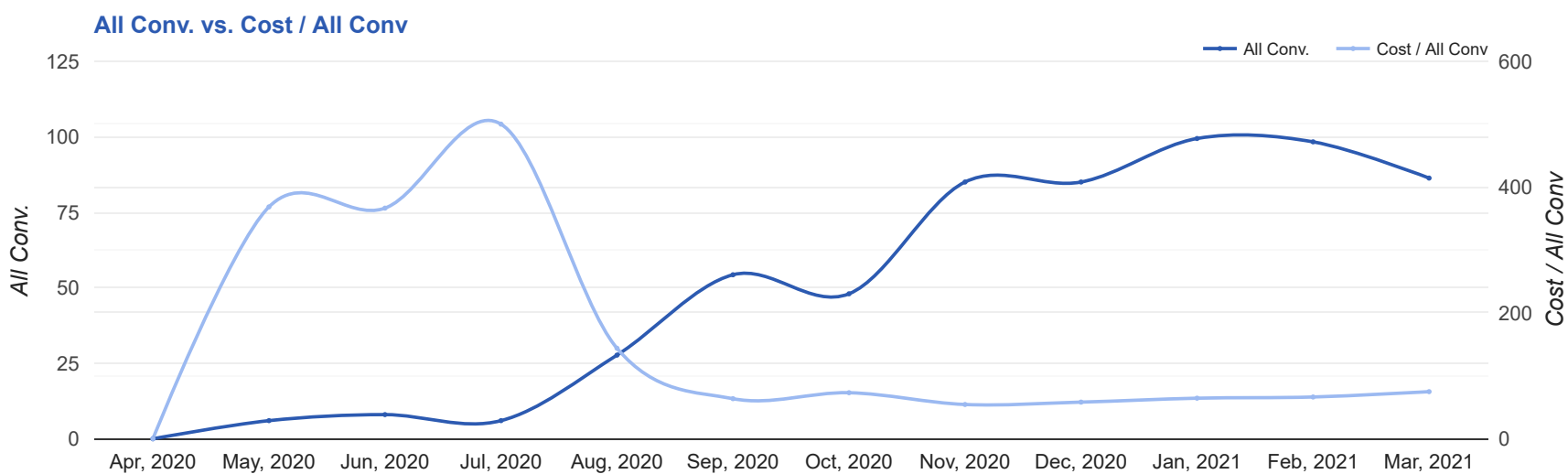
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$6,461	86.3	16.92%	\$74.86
↓ 1%	↓ 12%	↑ 5%	↑ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	11,997	609	\$6,526.15	\$10.72	5.08%	-	16.14%	\$66.38	98.3
1 Mar 2021 — 31 Mar 2021	6,933	510	\$6,461.41	\$12.67	7.36%	-	16.92%	\$74.86	86.3
Change	5,064 ↓ 42%	99 ↓ 16%	\$64.74 ↓ 1%	\$1.95 ↑ 18%	2.28% ↑ 45%	0 ↔ -	0.78% ↑ 5%	\$8.48 ↑ 13%	12 ↓ 12%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	2,916	147	\$2,210.72	\$15.04	5.04%	-	6	4.08%	\$368.45
Jun '20	3,365	197	\$2,932.02	\$14.88	5.85%	-	8	4.06%	\$366.50
Jul '20	3,889	216	\$2,999.96	\$13.89	5.55%	-	6	2.78%	\$499.99
Aug '20	18,436	596	\$3,982.16	\$6.68	3.23%	-	27.7	4.65%	\$143.81
Sep '20	17,421	584	\$3,459.63	\$5.92	3.35%	-	54.3	9.3%	\$63.70
Oct '20	4,933	268	\$3,513.04	\$13.11	5.43%	-	48	17.91%	\$73.19
Nov '20	12,038	503	\$4,630.67	\$9.21	4.18%	-	85	16.9%	\$54.48
Dec '20	8,940	484	\$4,950.98	\$10.23	5.41%	-	85	17.56%	\$58.25
Jan '21	12,367	665	\$6,406.62	\$9.63	5.38%	-	99.4	14.94%	\$64.47
Feb '21	11,997	609	\$6,526.15	\$10.72	5.08%	-	98.3	16.14%	\$66.38
Mar '21	6,933	510	\$6,461.41	\$12.67	7.36%	-	86.3	16.92%	\$74.86
Total	103,235	4,779	\$48,073.36	\$10.06	4.63%	-	604	12.64%	\$79.59

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	3,370	317	\$4,441.77	\$14.01	9.41%	-	69	21.76%	\$64.39
search beta botox	1,993	113	\$1,487.80	\$13.17	5.67%	-	14	12.39%	\$106.27
search beta coolsculpting exp reach	1,570	80	\$531.84	\$6.65	5.1%	-	3.3	4.16%	\$159.71

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	182	52	\$746.27	\$14.35	28.57%	-	12	23.08%	\$62.19
lip fillers near me	69	15	\$186.82	\$12.45	21.74%	-	7	46.67%	\$26.69
coolsculpting	119	25	\$500.78	\$20.03	21.01%	-	5.4	21.40%	\$93.60
coolsculpting cost	26	18	\$204.56	\$11.36	69.23%	-	5	27.78%	\$40.91
cool sculpting denver	2	2	\$21.49	\$10.74	100.00%	-	4	200.00%	\$5.37
cool sculpting near me	2	3	\$56.64	\$18.88	150.00%	-	4	133.33%	\$14.16
coolsculpting near me	19	11	\$183.00	\$16.64	57.89%	-	3	27.27%	\$61.00
body sculpting	23	3	\$30.00	\$10.00	13.04%	-	3	100.00%	\$10.00
coolsculpting spa	1	1	\$9.43	\$9.43	100.00%	-	2	200.00%	\$4.71
cool sculpting cost	22	12	\$181.41	\$15.12	54.55%	-	2	16.67%	\$90.70

Top Display Placements

PLACEMENT	IMPR	CLICKS	COST	AVG CPC	CTR	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
getcoolsculptinginfodeal.com	2	2	\$10.11	\$5.06	100%	1	50%	\$10.11
do-us-cool-sculpting-ok.live	1	1	\$5.90	\$5.90	100%	0	0%	\$0.00
ingetcoolsculptinginfodealok.live	3	3	\$8.57	\$2.86	100%	0	0%	\$0.00
do-a-coolsculpt-ok.live	1	1	\$5.19	\$5.19	100%	0	0%	\$0.00
coolsculptingdesign.com	1	1	\$6.46	\$6.46	100%	0	0%	\$0.00

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2021 CoolSculpting Discount www.alwaysbeautiful.net/--/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,375	118	\$1,793.50	\$15.20	8.58%	-	15.4	13.01%	\$116.84
{Keyword:Always Beautiful} - New Clients Specials - #1 Anti-Aging Treatment www.alwaysbeautiful.net/ Smooth Wrinkles and Fine Lines with the Most Popular Cosmetic Treatment in the World.	455	26	\$286.82	\$11.03	5.71%	-	8	30.77%	\$35.85
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	145	15	\$174.84	\$11.66	10.34%	-	7.3	48.87%	\$23.85
{Keyword:Always Beautiful} - Reduce Crow's Feet + Wrinkles - Save on Treatment Cost www.alwaysbeautiful.net/--/ -- Look Younger, More Energized. Leading Denver, CO Provider. Schedule Free Consult.	296	25	\$264.15	\$10.57	8.45%	-	5	20.00%	\$52.83
CoolSculpting® in Aurora - Save 50% on 16+ Treatments - Flexible Payment Options www.alwaysbeautiful.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	147	10	\$178.18	\$17.82	6.80%	-	4.5	45.00%	\$39.60

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

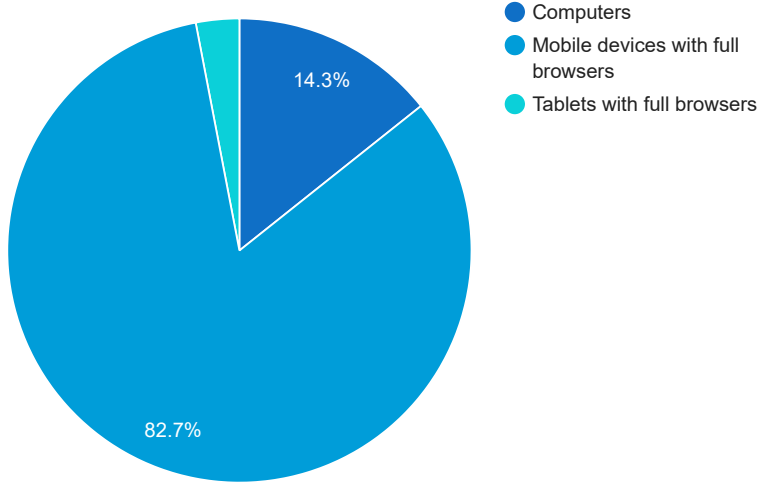
Search Impr Share

21.63%

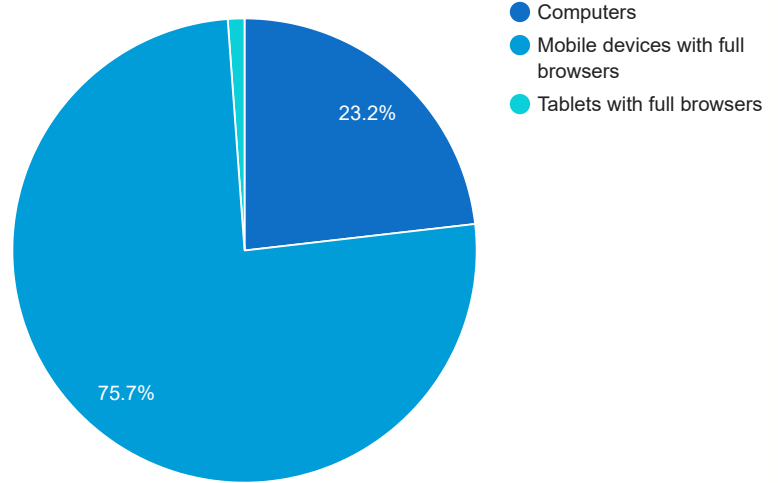
↓ 15%

Cost and Conversions by Device

Cost



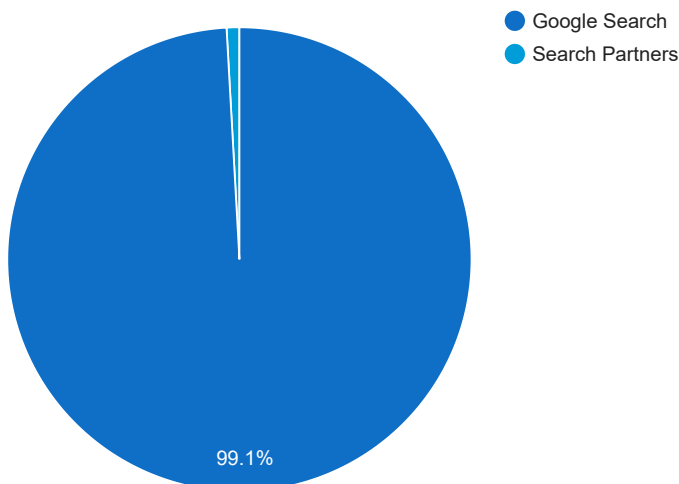
All Conv.



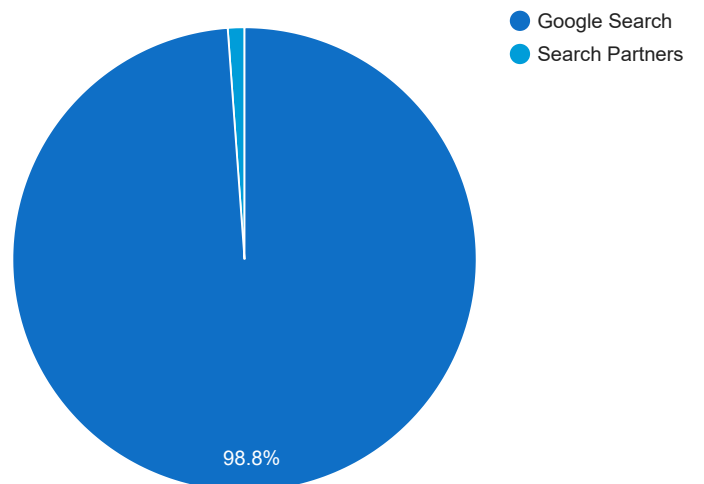
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,705	431	\$5,342.29	\$12.40	7.55%	-	65.3	15.15%	\$81.80
Computers	1,093	66	\$923.94	\$14.00	6.04%	-	20	30.3%	\$46.20
Tablets with full browsers	135	13	\$195.18	\$15.01	9.63%	-	1	7.69%	\$195.18

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	6,718	499	\$6,404.22	\$12.83	7.43%	-	85.3	17.1%	\$75.07
Search partners	215	11	\$57.19	\$5.20	5.12%	-	1	9.09%	\$57.19

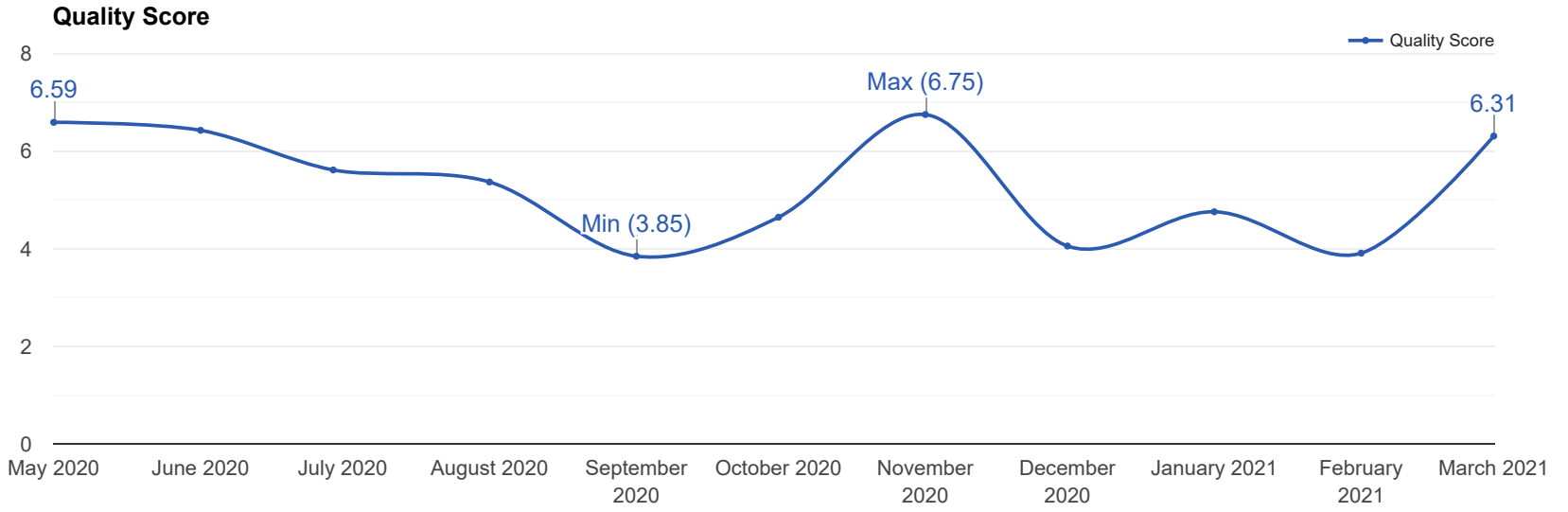
Account Health - Quality Score

Current Quality Score

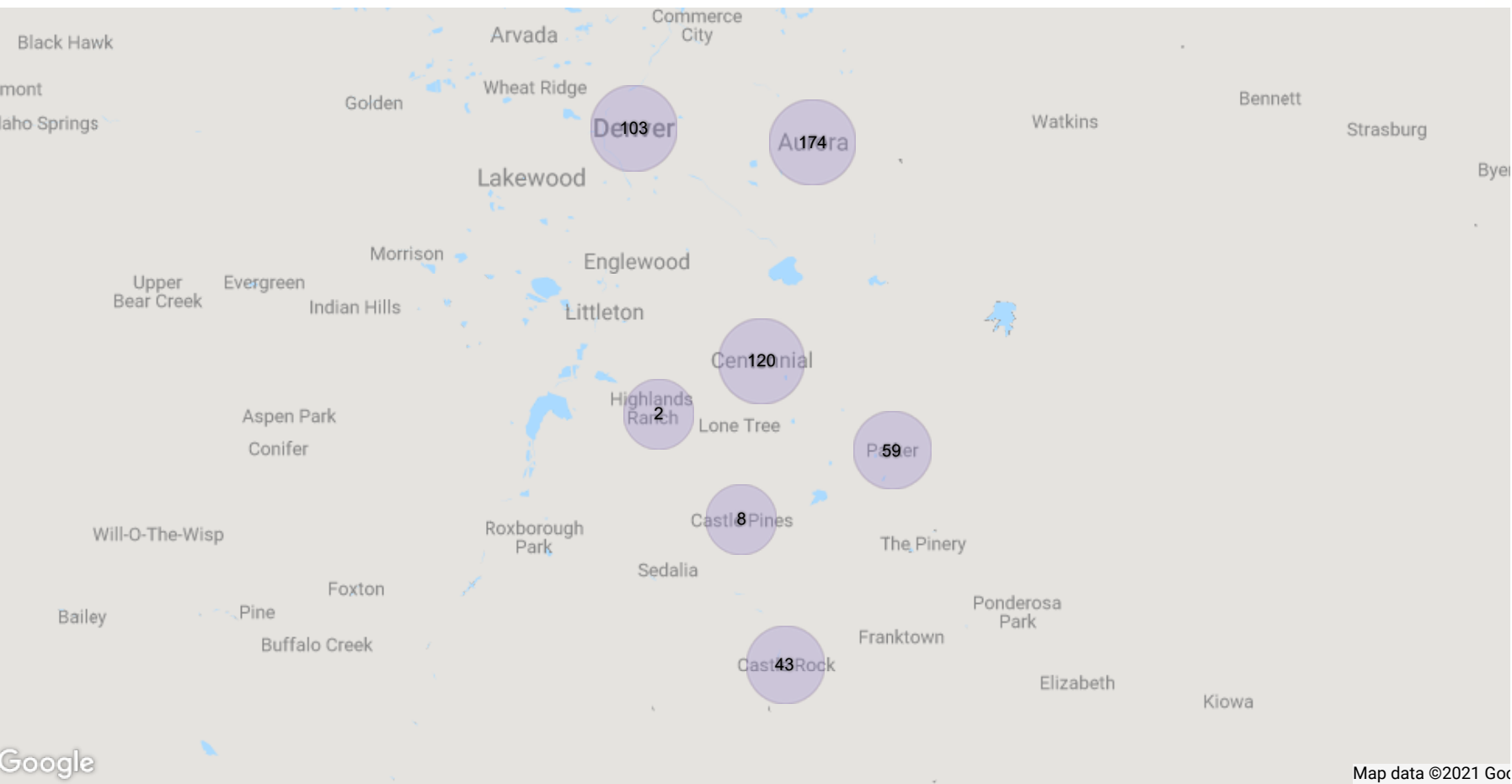
6.3

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Google

Map data ©2021 Google

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submission	30
Calls from Website	6
Click to Call	3.4
Calls from ads	1
Calls from Ads	1
Local actions - Directions	3
Clicks to call	4
Local actions - Website visits	37
Local actions - Other engagements	1

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results page where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for